# Aristotle's Communication Model

Aristotle, a great philosopher initiative the earliest mass communication model called "Aristotle's Model of Communication". He proposed model before 300 B.C who found the importance of audience role in communication chain in his communication model. This model is more focused on public speaking than interpersonal communication.

Aristotle Model of Communication is formed with 5 basic elements

(i) Speaker, (ii) Speech, (iii) Occasion, (iv) Audience and (v) Effect.

Aristotle advises speakers to build speech for different audience on different time (occasion) and for different effects.

ARISTOTLE'S MODEL OF COMMUNICATION
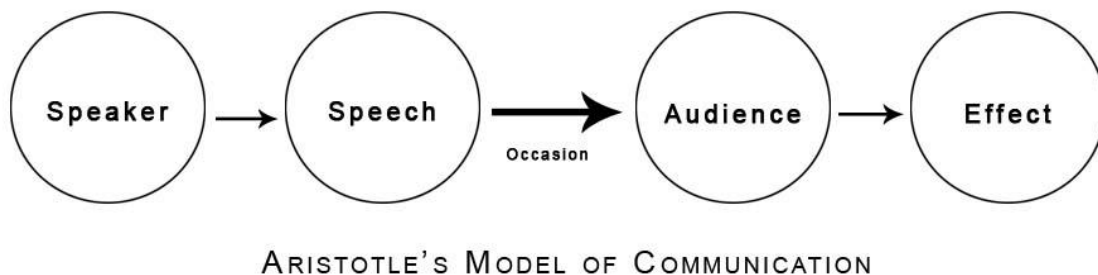
Speaker plays an important role in Public speaking. The speaker must prepare his speech and analysis audience needs before he enters into the stage. His words should influence in audience mind and persuade their thoughts towards him.

Example:

Alexander gave brave speech to his soldiers in the war field to defeat Persian Empire.

Speaker   –   Alexander
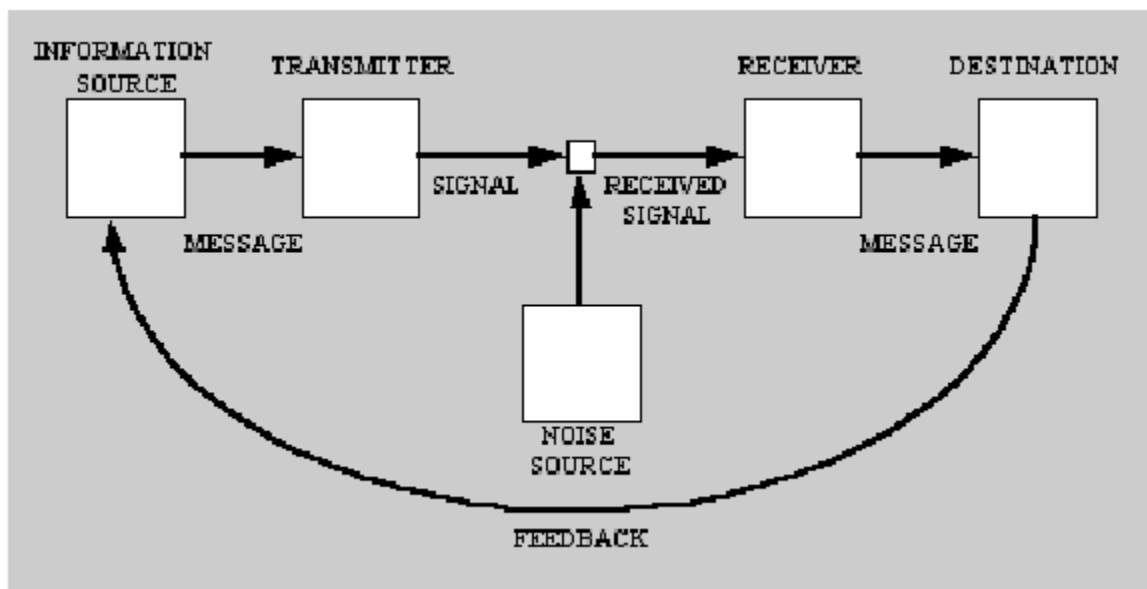
Speech   –   about his invasion

Occasion   –   War field

Audience   –   Soldiers

Effect   –   To defeat Persia

Shannon-Weaver Model of Communication (Interactive Model)

According to CommunicationTheory.org (2010), the Shannon-Weaver theory of communication was primarily designed to improve technical communication, but was later used to describe different fields of communication. According to the Shannon-Weaver Model, communication includes the following concepts: sender, encoder, channel, decoder, receiver and feedback. Furthermore, there is also concept of noise included in the model, which goes through the channel and renders the message more difficult to understand by the receiver. Each of those concepts are defined as follows by Reuben and Stewart (2006):

Sender: The person who wishes to communicate the message. He or she makes up the message and the way it is communicated.

Encoder: This is the was the message is changed into signals, for example sound waves. This is done by the sender when transmitting the message. It can also be, for example, the language used when speaking, or the grammar used when writing. In this case, since the model was made up for technical communication, and example of encoding could be when the voice over the telephone gets coded into wave and transmitted through cables (CommunicationTheory.org, 2010).
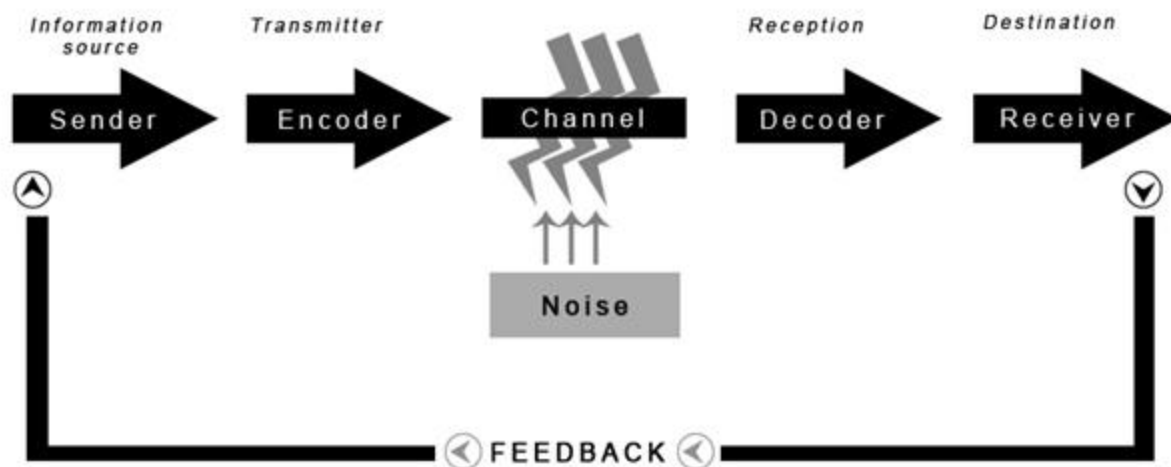
Decoder: Decoding is done by the receiver when he gets the message. He has to decode the message that was coded by the receiver in order to be able to understand it.

Receiver: The recipient of the message from the sender. He usually gives feedback to the sender in order to make sure that the message was properly received.

Noise: The message is transferred through a channel, which can be interrupted by external noise. This in turn could result in the receiver getting an inaccurate message. This is why feedback from the receiver is important in case the message is not properly received. Furthermore, the noise can also affect the decoding of the message by the receiver.

Feedback: This is when the receiver asks for clarifications from the sender. Feedback is important in order to make sure that the message has been well received.

   Therefore, the sender encodes a messages and transmits it to the sender via a channel. There is physical noise through that channel which can interfere with the reception of the message. After the message passes through the channel, the receiver decodes it in order to understand it, as illustrated in the diagram below.

SHANNON-WEAVER'S MODEL OF COMMUNICATION

(CommunicationTheory.org, 2010)

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Reference

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Reuben, B. D., & Steward, L. P. (2006). *Communication of human Behavior (5th ed)*. Boston: Pearson.

BERLO'S SMCR MODEL OF COMMUNICATION

Berlos's SMCR Model of communication

Source	Encodes →	Message	→	Channel	Decodes →	Receiver
Communication Skills		Content		Hearing		Communication Skills
Attitudes		Elements		Seeing		Attitudes
Knowledge		Treatment		Touching		Knowledge
Social System		Structure		Smelling		Social System
Culture		Code		Tasting		Culture
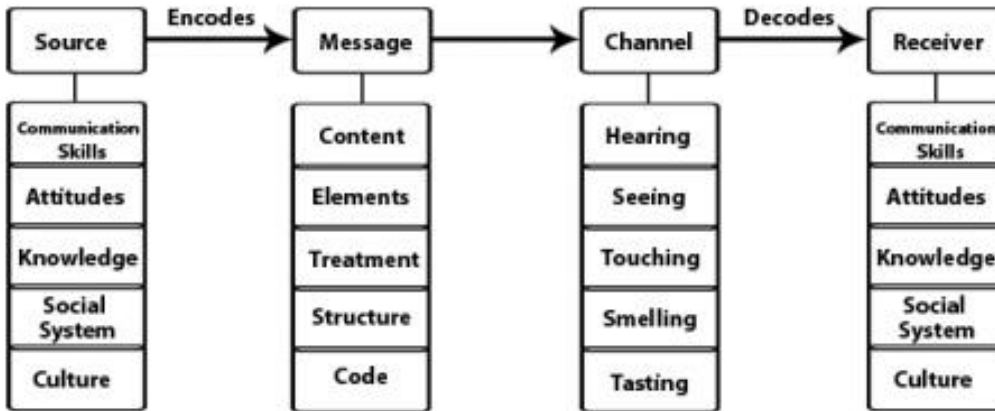
The berlo's model follows the smcr model this model is not specific to any particular communication.

Berlo's model lives a number of factors under each of the elements :

Source: The source is were the message originates.

Communication skills – It is the individual's skill to communicate (ability to read, write, speak, listen etc...)

Attitudes – The attitude towards the audience, subject and towards one self for e.g. for the student the attitude is to learn more and for teachers wants to help teach.

Knowledge– The knowledge about the subject one is going to communicate for e.g. whatever the teacher communicates in the class about the subject so having knowledge in what you are communicating.

Note: It is not talking about the general knowledge it is all about the knowledge of the subject, so it is the familiarity of what you are communicating.

Social system – The Social system includes the various aspects in society like values, beliefs, culture, religion and general understanding of society. It is were the communication takes place.

For e.g. class room differs from country to country like behaviors, how we communicate etc.

Note: We can communicate only to the extent that the social system allows, when we communicate take social system into account.

Culture: Culture of the particular society also comes under social system.

All to this model, only if you have the above in the proper or adequate proportion v can communicate.

Encoder: The sender of the message (message originates) is referred as encoder, so the source is encoding the message here.

Message

Content – The beginning to the end of a message comprises its content for e.g. From beginning to end whatever the class teacher speaks in the class is the content of the message.

Elements – It includes various things like language, gestures, body language etc, so these are all the elements of the particular message. Content is accompanied by some elements.

Treatment – It refers to the packing of the message. The way in which the message is conveyed or the way in which the message is passed on or deliver it.

Note: When it is too much treatment also the communication will not happen properly.

Structure– The structure of the message how it is arranged, the way you structure the message into various parts.

Note: Message is the same but if the structure is not properly arranged then the message will not get to the receiver.

Code– The code of the message means how it is sent in what form it could be e.g. language, body language, gestures, music and even culture is a code. Through this you get/give the message or through which the communication takes place or being reached.

Note: Only when the code is proper, the message will be clear, improper use may lead to misinterpretation.

Channel– It is nothing but the five senses through this only we do. The following are the five senses which we use

• Hearing
• Seeing
• Touching
• Smelling
• Tasting

Whatever communication we do it is there either of these channels.

Hearing: The use of ears to get the message for e.g. oral messages, interpersonal etc.

Seeing: Visual channels for e.g. TV can be seen and the message is delivered.

Touching: The sense of touch can be used as a channel to communicate for e.g. we touch and buy food, hugging etc.

Smelling: Smell also can be a channel to communicate for e.g. perfumes, food, charred smell communicates something is burning, we can find out about which food is being cooked etc.

Tasting : The tongue also can be used to decipher e.g. Food can be tasted and communication can happen.

Note: Despite not mentioning a medium we need to assume that as communication is taking place channels can be any of the 5 senses or combination.

Decoder : Who receives the message and decodes it is referred to as decoder.

Receiver: The receiver needs to have all the thinks like the source.

This model believes that for an effective communication to take place the source and the receiver needs to be in the same level, only if the source and receiver are on the same level communication will happen or take place properly. So source and receiver should be similar

For e.g. Communication skills on source side is good then the receiver should equally have good listening skills.

We cannot say the entire message passed doesn't reaches the receiver has it is because the receiver may not good in listening, so only for the effective communication the source and the receiver to be in the same level.

Note: Self image differs from person to person, for communicating the person should consider the receiver. Keep the receiver in mind, speak accordingly and give them what they need.

Criticism of berlo's smcr model of communication:

1.   No feedback / don't know about the effect
2.   Does not mention barriers to communication
3.   No room for noise
4.   Complex model
5.   It is a linear model of communication
6.   Needs people to be on same level for communication to occur but not true in real life
7.   Main drawback of the model is that the model omits the usage of sixth sense as a channel which is actually a gift to the human beings (thinking, understanding, analyzing etc).

Transactional model

The transactional model shows that the elements in communication are interdependent. Each person in the communication act is both a speaker and a listener, and can be simultaneously sending and receiving messages.
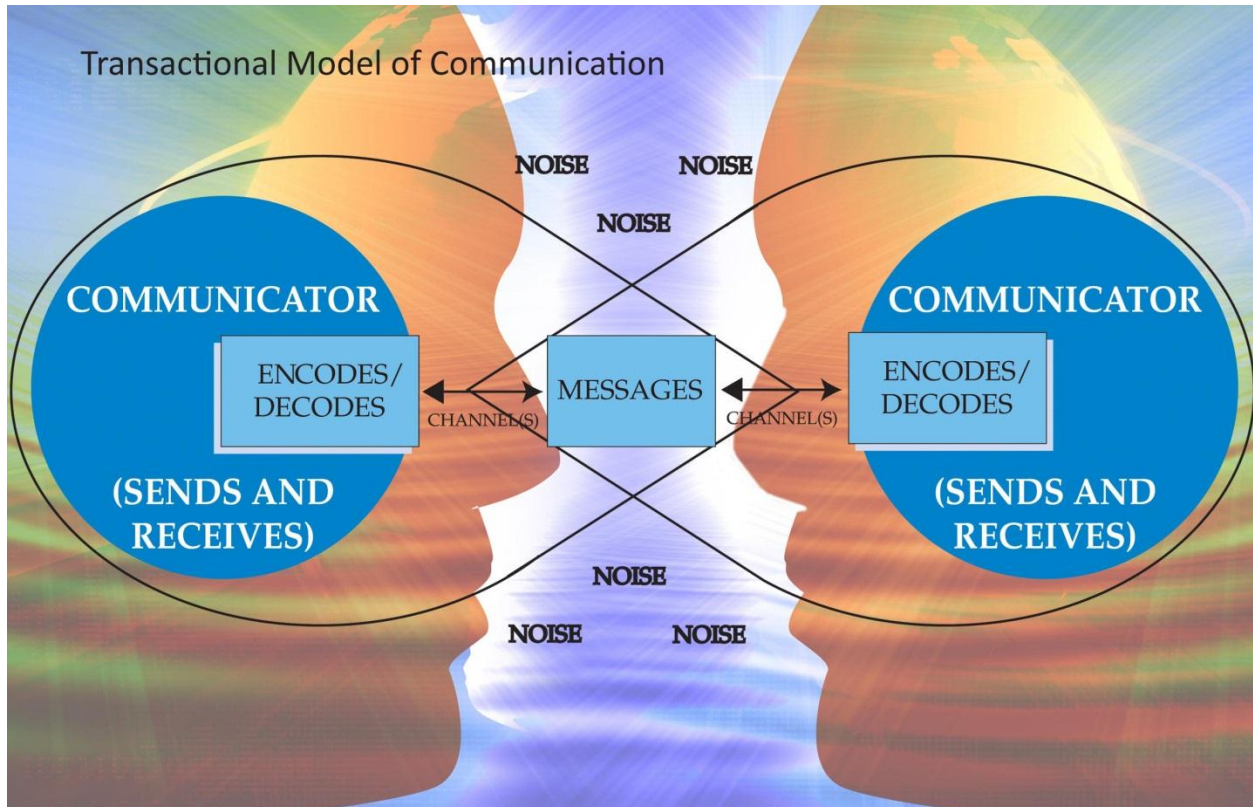

Figure shows a transactional model of communication that takes into account "noise" or interference in communication as well as the time factor. The outer lines of the model indicate that communication happens within systems that both communicators share (e.g., a common campus, hometown, and culture) or personal systems (e.g., family, religion, friends, etc). It also takes into account changes that happen in the communicators' fields of personal and common experiences. The model also labels each communicator as both sender as well as receiver simultaneously.
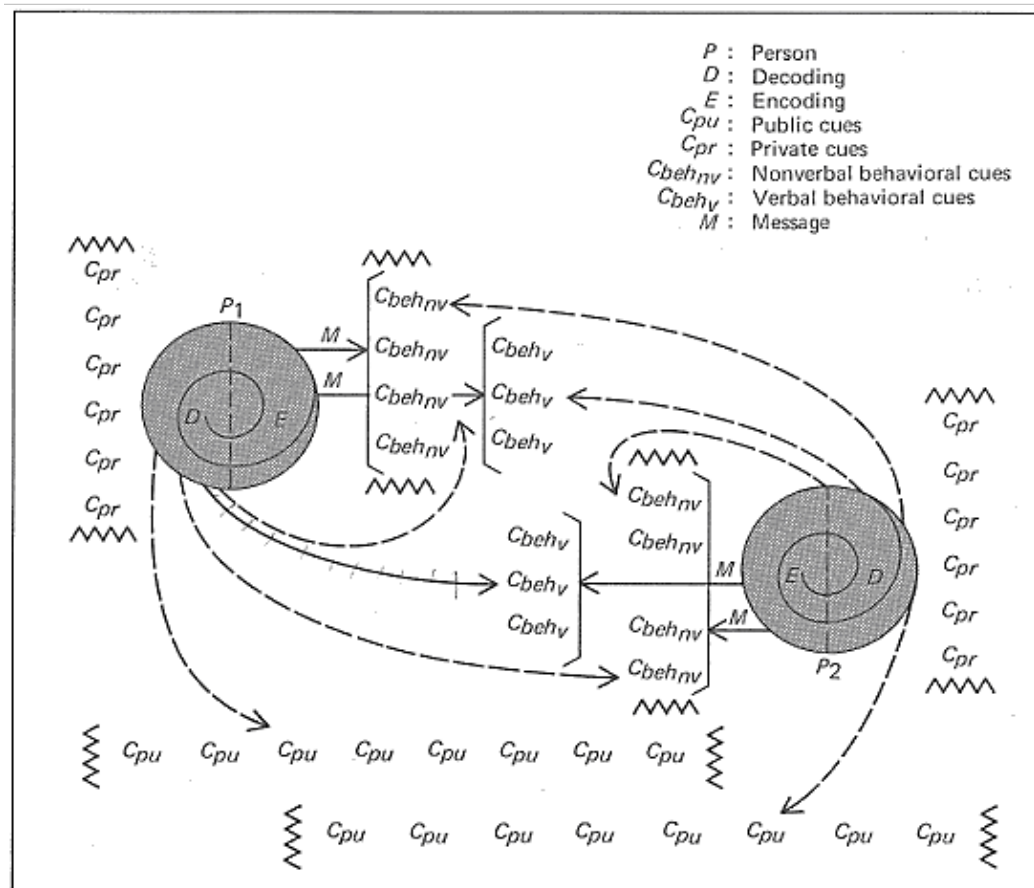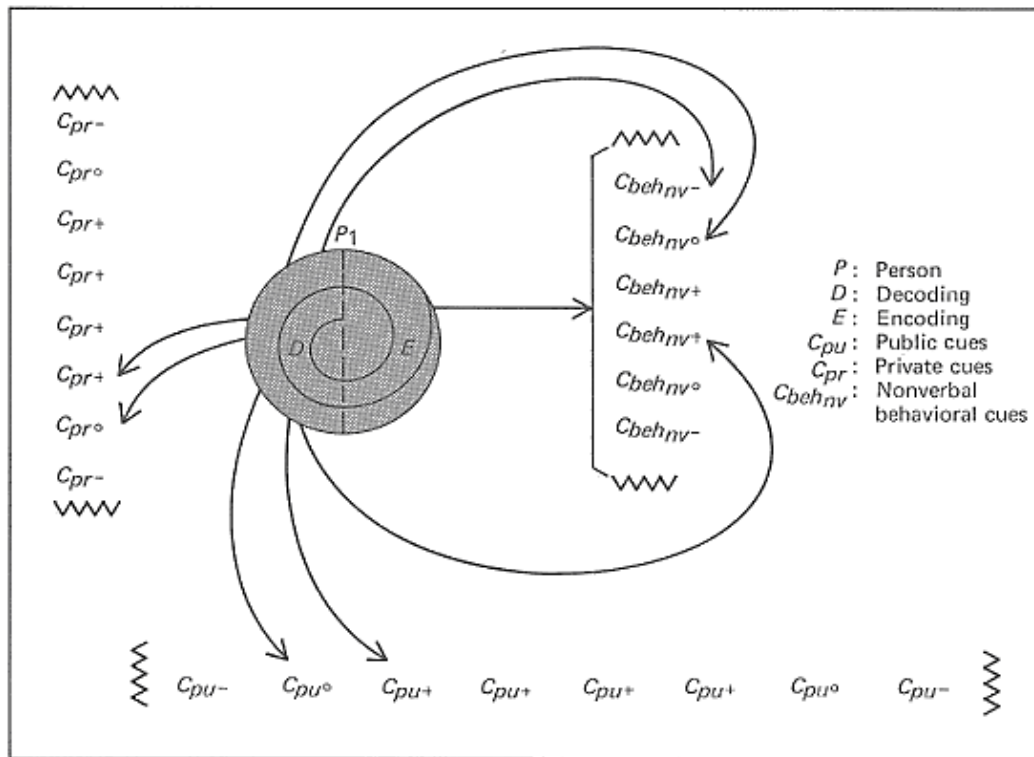
There are three implications in the transactional model:

i. "**Transactional**" means that communication is an ongoing and continuously changing process. You are changing, the people with whom you arecommunicatingare changing, and your environment is also continually changing as well.

ii. In any transactional process, each element exists in relation to all the other elements. There is this interdependence where there can be no source without a receiver and no message without a source.

iii. Each person in the communication process reacts depending on factors such as their background, prior experiences, attitudes, cultural beliefs and self-esteem.

Barnlund's Transactional Model of Communication

Dean Barnlund proposed a transactional model of communication in 1970 for **basic interpersonal communication** which articulates that sending and receiving of messages happens simultaneously between people which is popularly known as Barlund's Transactional Model of Communication. The model has been further adapted and reformed by other theorists as **General Transactional Model**. The model shifted from the trend of linear model to **dynamic** and **two way** communication model.

Concepts of Barnlund's Transactional Model of Communication

C_{pr-}
$C_{pr\circ}$
C_{pr+}
C_{pr+}
C_{pr+}
C_{pr+}
$C_{pr\circ}$
C_{pr-}

P_1

D E

$C_{beh_{nv-}}$
$C_{beh_{nv\circ}}$
$C_{beh_{nv+}}$
$C_{beh_{nv+}}$
$C_{beh_{nv\circ}}$
$C_{beh_{nv-}}$

P : Person
D : Decoding
E : Encoding
C_{pu} : Public cues
C_{pr} : Private cues
$C_{beh_{nv}}$: Nonverbal behavioral cues

C_{pu-} $C_{pu\circ}$ C_{pu+} C_{pu+} C_{pu+} C_{pu+} $C_{pu\circ}$ C_{pu-}

P : Person
D : Decoding
E : Encoding
C_{pu} : Public cues
C_{pr} : Private cues
$C_{beh_{nv}}$: Nonverbal behavioral cues
$C_{beh_{v}}$: Verbal behavioral cues
M : Message

C_{pr}
C_{pr}
C_{pr}
C_{pr}
C_{pr}
C_{pr}

P_1

D E

M
M

$C_{beh_{nv}}$
$C_{beh_{nv}}$ $C_{beh_{v}}$
$C_{beh_{nv}}$ $C_{beh_{v}}$
$C_{beh_{nv}}$ $C_{beh_{v}}$

$C_{beh_{nv}}$
$C_{beh_{v}}$ $C_{beh_{nv}}$
$C_{beh_{v}}$
$C_{beh_{v}}$ $C_{beh_{nv}}$
$C_{beh_{nv}}$

M
E D
M
P_2

C_{pr}
C_{pr}
C_{pr}
C_{pr}
C_{pr}
C_{pr}
C_{pr}

C_{pu} C_{pu} C_{pu} C_{pu} C_{pu} C_{pu} C_{pu}

C_{pu} C_{pu} C_{pu} C_{pu} C_{pu} C_{pu} C_{pu} C_{pu}

Barnlund's Transactional Model is a **multi-layered feedback system**. This is a continuous process where sender and receiver interchanges their places and both are equally important. The message passing takes place with a constant feedback being provided from both parties. A feedback for one is the message for the other.

Components of Barlund's model

Cues refers to the signs for doing something. As per Barnlund there are: **public cues**, **private cues** and **behavioral cues**. In the model diagram shown above, spiral lines gives graphic representation to the assumptions like public cues and private cues.

- **Public cues (Cpu)** are physical, environmental or artificial and natural or man-made.
- **Private cues (Cpr)** are also known as private objects of orientation which include senses of a person. Both these cues can be verbal as well as non-verbal. Another set of cues are behavioral cues.
- **Behavioral cues** can be **verbal (Cbehv)** as well as **non-verbal (Cbehnv)**.

The arrows and their directions show that the message is intentionally sent and actively taken where the receiver plays a key role of giving feedback. Arrows also show the process of production of technical encoding, interpretation and decoding.

The **jagged lines** show that the availability of cues can be unlimited and are denoted as **VVVV**.

The **valence signs**, +,0 and − are also attached to these types of cues which illustrates the amount/degree/strength of attractiveness of the cues in the message.

Speech act refers to particular instance of communication in the model.

Filters are the realities of people engaged in communication. Here the senders' and receivers' personal filters might differ according to cultures, traditions, content of the message, etc.

Noise is the problem that arises in communication flow and disturbs the message flow.

Advantages of Barnlund's Transactional Model of Communication

- The model shows shared field experience of the sender and receiver.
- Transactional model talks about simultaneous message sending, noise and feedback.
- Barnlund's model is taken by critics as the most systematic model of communication.

Disadvantages of Barnlund's Transactional Model of Communication

- Barnlund's model is very complex.
- Both the sender and receiver must understand the codes sent by the other. So they must each possess a similar "code book". (The concept of code book is not mentioned in the model but understood.)

Laswell's Model of Communication
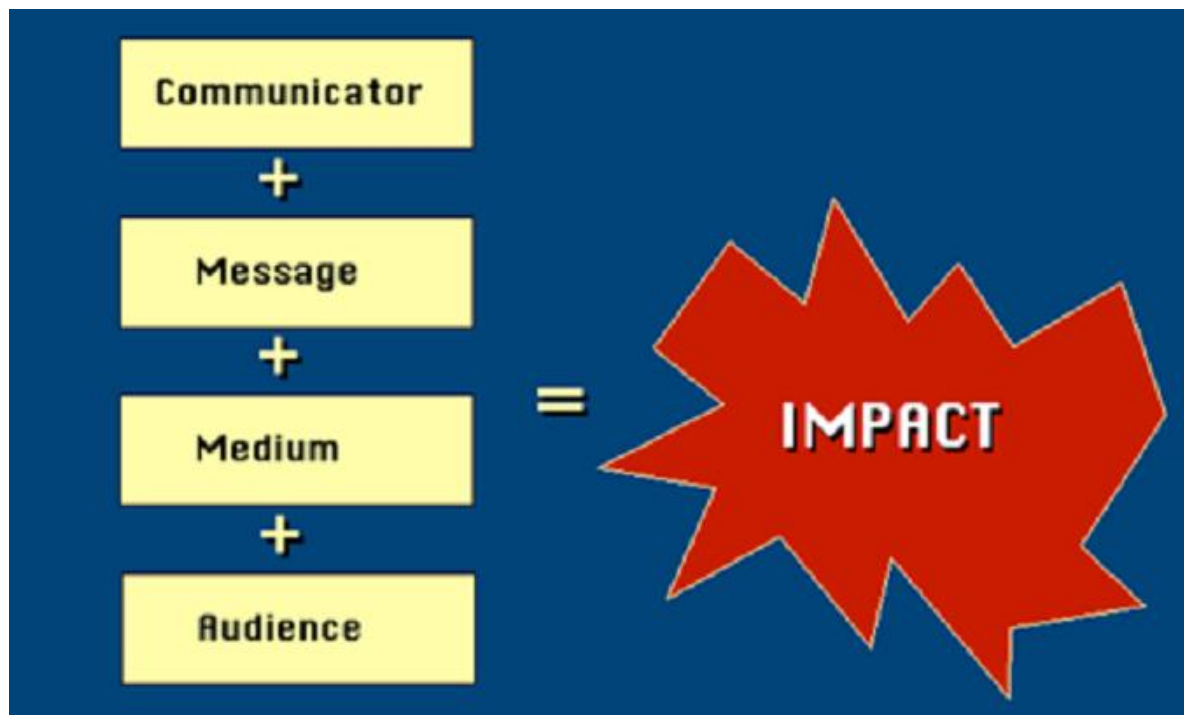
Political scientist Harold Laswell, writing in 1948, posed the question, "Who says what in which channel with what effect?". His model includes considerations of a variety of factors being considered to determine the impact of a communication. Considering that the previous ten years had witnessed such speakers as Adolph Hitler and Winston Churchill communicating both live and over radio, it is not surprising that a more sophisticated model would appear, nor that a political scientist would deliver it. To illustrate the significance of each element of the model, try visualizing what effect some dynamic speaker would have if the medium were print, or what would happen if the audience didn't speak the same language. A visualization of Laswell's model appears in the Figure.